

RENTAL GUIDE FOR HOMEOWNERS

A FREE MIKE Z VACATIONS RESOURCE

www.RentWithMikeZ.com

239.325.6490

Standards & Resources for Renting your Southwest Florida Property as a Vacation Home

Stress-free listing, renting and management from Mike Z Vacations.



How We Work

We have a streamlined process to get you and your home ready for vacation renters.

Mike Z Team and Mike Z Vacations is one of the fastest-growing vacation rental agencies in Southwest Florida. We know renting your home can be daunting, but our professionals take the worry and stress away by taking care of everything from start to finish.

Continue reading below as we outline our simple process of assessing, prepping, listing and renting your home as vacation property in Southwest Florida. If you have additional questions, please just give us a call or visit us online at www.rentwithmikez.com



We have two simple priorities:

- #1** We protect your home as if it were our own
- #2** We maximize your earnings, but not at the expense of priority #1



PREP



MARKET



RENT



MANAGE

Step 1: Prepping Your Home

Getting you and your home ready for the Mike Z Vacations Experience.

We aim to keep all of our processes as streamlined as possible so you can get on with your life and leave your vacation rental management to us! Here's what we take care of together to get your home ready for becoming a vacation rental with Mike Z:

- Acquire leasing packet from HOA and review for rental restrictions & policies
- Find out if your home qualifies
- Review Mike Z Rentals policies and procedures in detail
- Property walkthrough – inspect for minimum standards
- Consult on pricing & terms
- Sign partnership agreements
- Collect important information about you, your property and community
- Collect house key and/or any applicable codes
- Schedule professional photography

"We have never worried about leaving our home to Mike and his team. They are wonderful with managing everything and communicating with us."

**Caroll & Dave R.
Naples, FL**

Step 2: Market, List & Manage

We have a streamlined process to get you and your home ready for vacation renters.

By the time we get to Step 2, the hard part for you is over! Here is how we work to get your vacation home rented and managed:

- More in-depth market analysis to determine rates
- Generate marketing materials
- Send invitation for owner portal access
- Syndicate to marketing channels and network of 1,350+ Realtors
- Continually adjust marketing for optimal performance
- Reservations Department committed to responding inquiries, qualifying guests & confirming reservations
- Execute reservation agreements & confirm funds are collected
- Provide HOA application & instructions
- Communicate with future guests & coordinate arrival
- Focused on repeat reservations from past & current guests
- Mike Z Rentals Hotline available 24/7/365 to guests for repairs and other guest issues/inquiries
- Coordinate departure, cleaning & post stay inspections
- Remit tourist tax payments to state & county



Named Best Vacation
Rental Agency 2018



Marketing Your Home

Mike Z Rentals will utilize the best marketing channels available to expose your property to the greatest number of potential guests, increasing our occupancy rates and rental rates. Our marketing is adjusted by our Marketing Coordinator and pricing software continuously to NET more income for you.



More than 2,000,000 properties in 190 countries presented on **50 websites** in 23 languages. Mike Z Rentals has been awarded as a PREMIER PARTNER with HomeAway, giving our properties enhanced marketing exposure to stand out to travelers and we are provided prioritized access and support from HomeAway. This significantly increases our performance.



Historically known for ultra-short-term rentals (3-7 nights) Airbnb has recently launched a marketing initiative to move into the longer (30+ nights) rental market and such has invited worthy property managers around the country. Mike Z Rentals is very proud to be one of those companies invited to this exciting opportunity and growth potential.



Mike Z Rentals has the honor of being the official Affiliate Rental & Property Management Company of Premiere Plus Realty, Co., the largest Real Estate Brokerage in SWFL by agent count (1,400+ agents). This mutually beneficial relationship gives us a very large audience of the area's top Realtors and we enjoy working with them and their referred clients.



Booking.com has grown into one of the largest travel e-commerce companies in the world. The Booking.com website and mobile apps are available in over 40 languages, offer 28,357,559 total reported listings, and cover 145,487 destinations in 228 countries and territories worldwide. Every day, more than 1,550,000 room nights are reserved on Booking.com.



TripAdvisor, the world's largest travel site*, enables travelers to unleash the full potential of every trip. With 702 million reviews and opinions covering the world's largest selection of travel listings worldwide - covering 8 million accommodations, airlines, experiences, and restaurants -- TripAdvisor provides travelers with the wisdom of the crowds to help them decide where to stay, how to fly, what to do and where to eat.



Expedia Group is an American global travel technology company. Its websites, which are primarily travel fare aggregators and travel metasearch engines, include CarRentals.com, CheapTickets, Expedia.com, Vrbo, Hotels.com, Hotwire.com, Orbitz, Travelocity, trivago, and Venere.com.

The Mike Z Difference

Education & Experience

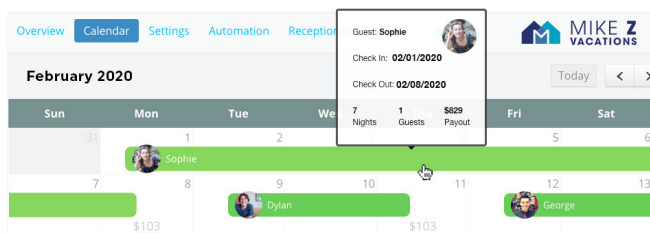
Each year members of Mike Z Rentals attend events worldwide held by industry leaders. During these priceless opportunities, we learn from and network with the best in the business. Each year we incorporate new ideas, systems and tools to improve our services

Technology

Technology plays an increasingly important role in the short-term rental industry. New companies, ideas, concepts and flashy tools are introduced continuously.

When cautiously reviewing any new tool, we follow a few guiding principles:

1. Does this solve a problem we currently have, or foresee in the near future?
2. Does this add value for our owners or guests?
3. Does this create opportunities for us, owners, or guests? If so, does the value outweigh the costs?



Snapshot of our easy to use Online Booking & Calendar Management System

TECHNOLOGY OUR OWNERS LOVE



VIRTUAL KEY SYSTEM

Protecting your home is our #1 priority. Our virtual key system means no more physical keys to copy, lose or change between renters



ONLINE BOOKING & CALENDAR MANAGEMENT

User-friendly, on-line booking system. Owners are in complete control of when you want to lease your home...and when you want to **be** home.



PROPERTY PORTAL

Maintenance requests, reminders and to-do lists all in one place for easy, hassle-free communication.



24/7 CALL CENTER

Day or night, weekends and holidays, we're answering the phone when you call.

Our Home Owner Expectations

We keep high standards to exceed your highest expectations

Our guests rent from us year after year because they know exactly what to expect when they arrive at one of our properties. We do this by ensuring all of our properties meet our minimum standards. as part of our partnership we rely on you for the following:

MINIMUM HOME STANDARDS:

- Entire Interior must be professionally cleaned prior to Guests arrival
- ALL TV's working with basic cable
- Leave ALL access items on kitchen counter (mailbox & pool keys, garage openers, gate passes, etc)
- Working Wi-Fi with Network Name & Password given to Mike Z Rentals
- All appliances clean and working with special instructions if applicable
- Dispose all perishable food items
- ALL light bulbs working (please replace burnt out lights)
- Smoke detectors not beeping with depleted batteries
- If applicable, leave instructions for Specialty Blinds or Electric Storm Shutters
- All beds must be made with clean sheets.
- All closets must be cleared and clean (optional; you may lock personal belongings in 1 closet of your choosing. At least 1 large closet must remain empty in the Master Bedroom)
- Bathrooms clean with toilet paper and bath towels ready to use
- Fresh filter on A/C & extras for changing
- Instructions for operating pool equipment, if applicable
- Basic cleaning supplies (glass cleaner, multi-surface cleaner, broom, mop, vacuum, laundry detergent, dish soap etc...)
- Make it easy for your guest to care for your property!



PRO TIP:

Contact your cable service provider and lock all purchasable features, such as movies rentals.

All purchases made resulting in failure to comply will be the owner's expense.



Stocking Your Home

Standard Homes vs. Premium Properties

STANDARD HOME REQUIREMENTS:

You must supply all of the items on the standard home list below.

- 2 sets of bed sheets & pillow cases for each bed
- Iron & Ironing Board
- Toilet Paper, Paper Towels, Kleenex
- Sufficient Silverware and Plates
- Coffee Maker/Kuerig
- Toaster
- Pots & Pans
- Kitchen Utensils
- Can Opener/Bottle Opener/Corkscrew
- Trash Bags, Sponge, Dish Soap
- Toilet Plunger & Scrub Brush
- Sufficient number of clothes hangers
- Extra light bulbs, 9V batteries, AA & AAA

PREMIUM HOME SUGGESTIONS:

Traveler expectations & competition are on the rise. Make your home more inviting by providing the following:

- Enhanced Entertainment Packages (Premium Channels, Large & Smart HDTV's)
- Beach Chairs, Umbrellas, Coolers
- Beach/Club Passes
- Membership Transfers
- 2+ Bicycles
- Free Mid-Stay cleans
- Free Pets
- Free Laundry Service
- Welcome Book

I CAME HOME AFTER LEASING MY HOME WITH MIKE Z AND I COULDN'T EVEN TELL IT HAD VACATIONERS IN IT! I WAS SOLD THAT THESE GUYS KNOW WHAT THEY'RE DOING AND THEY WILL CONTINUE TO CARE FOR MY HOME LIKE IT'S THEIR OWN."

- TERRI W.
NAPLES, FLORIDA

The Little Things

Above and Beyond Listing and Renting

FOR YOUR GUESTS:

We provide the following little touches to make your guests feel at home:

- Complimentary Gift from Peace, Love & Little Donuts
- Community Rules & Regulations
- Property Specific Details
- Garbage & Recycling Info
- Wi-Fi Network Name & Password
- Our Contact Info
- Check-Out Procedures



AT FINAL INSPECTION:

During our final inspection before your renters move in we will make certain the following little details are taken care:

- Confirm guest can gain access to the community and property
- Ensure property meets our minimum Standards
- Set the thermostat to 75 degrees
- Turn main water on & check electrical breaker box
- Leave a welcome packet



QUESTIONS? Let's Chat.

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